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Gym Tech Fitness Service's

The Spotter

Quarterly Newsletter

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Message From The Gym Tech Team

We at Gym Tech, hope this letter finds you well, and that you are enjoying the beginning of a New Year.

Gym Tech would also like to take this opportunity to remind everyone that the winter months are the busiest time for fitness centers. The equipment endures the hardest *workout* during the next few months. It is also the time of year when snow, salts, sand, and other substances get tracked into the fitness center and unfortunately usually all over the equipment. It is very important to step up your cleaning routine and make sure you are performing maintenance on the equipment during this time. Salt especially is extremely harmful to your equipment. It causes rust, and when it gets into units causes all kinds of damage if not cleaned and removed.

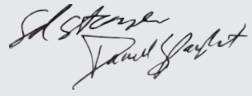
Try your best to have the people using the equipment clean their shoes before stepping on, into or through the equipment. This is especially true and most important for Treadmill equipment. Running belts see the most wear and tear during the winter not only because it is the busiest time of year but also because people are damaging the running belts with all of the winter grime they track with their shoes.

For these next wintery months, make sure that personal and equipment safety is a priority. It will prevent injuries, and damages to your equipment.

We hope you all have a great start to a New Year!

Sincerely,

The Gym Tech Team



Improve Member Retention with Introductory Sessions

Industry News

Club owners and operators want to make a difference in their community by helping people become healthier and live longer, more fulfilled lives. But most clubs' strategies for integrating new members into the facility and its programs fall short because they do not educate new members on what it takes to achieve success.

One of the primary purposes of your integration strategy should be helping new members understand what your facility can do for them. This education should actually start before they have joined your club, when they are still prospects. First, you need to draw the people in, conveying the value of your services and attracting them to the things that they need and want in their life. Then, you must differentiate your club from the competition. Your future members need to know why they should join your facility and not the one down the road. You must come across as the place that can deliver a valuable and positive experience, one that is worth every dollar they spend with you. Finally, once they have chosen to become members of your club, you must impress upon them the fact that they have the ability to take control of their own wellness and that they can get results beyond what they thought possible. By doing this, you will deliver on the promise you made to them when they joined your club.

This type of success begins when club owners and operators change their attitude about they way things should be done. It requires taking a long look at your current member integration process so you can see how to

Continued on next page »

...better able to explain to new members the pathway to success. Creating this pathway to success is essential to keeping the members engaged, involved and active in your club. Helping them get the results that they desire is possible and, in fact, required to build members that will stay forever.

If you have 100 people join, you are lucky if 30 to 40 of them attend their first orientation appointment. What happens to the rest? Most of the time, they fail, quit and leave. Club operators often forget about those 60 or 70 people. At Universal Athletic Club in Lancaster, PA, they set up four free "getting started" appointments with a coach (not a trainer). These appointments solidify value for new members, who are instructed in how to use the equipment and the facility and made to feel confident and competent in all areas of the club. These appointments also help build social connections. The further you can take these members during the four appointments, the more successful they feel.

By systematically looking at every member, providing them with opportunities and mapping out a plan for success, you can help them get the results they need and desire. By offering these introduction appointments as complimentary with a new membership, you will have more members commit to more appointments, improving your opportunity to provide them with the experience, value, education and habits they need to achieve their goals. As people drift away from their path, you might introduce them to more of your club's offerings. Reintroduce them to the sales process and talk with them about personal training. This is the right way and the right time to introduce personal training because it is only after these introductory appointments that they truly know and understand their needs.

Being able to draw the member to your club is essential in this time of intense competition. Having a sales team that can differentiate and identify the factors that will help the prospect become a member of your organization is paramount to closing more sales. The home run comes when your members decide that your club is the difference they need and they see the results that come from your delivering more than they expect.

Simply stated, it your job to guide all of your new members to successful results, every member, every time. The correct pathway will deliver an experience that will keep them a member forever. »

Kulp, Thomas. "Introductory Sessions Improve Health Club Member Retention." Club Industry. (2011)

Technology

Mobile Apps Remain Popular in Fitness Industry.

More and more, health clubs and personal trainers are using mobile applications to reach out to members. This year, the trend continues with a number of new launches and updates.

Crunch, Gold's Gym, 24 Hour Fitness and LA Fitness were just a few of the many club companies that promoted their health club mobile apps this year.

In addition, several software companies began to offer mobile software for personal trainers, studio owners and corporate fitness trainers.

Apple's iPad is becoming more useful in clubs, too. Fit View, San Jose, CA, is one of the companies that developed an application this year specifically for the iPad that allows fitness coaches to design workouts and allows members to track their performance. »

Manufacturers

Change in Patent Law Could Affect Fitness Equipment Innovations.

Fitness equipment manufacturers are preparing for a change in the U.S. Patent law that could affect future

innovators and the speed of patent approvals. In September, President Obama signed the Smith-Leahy America Invests Act (AIA), which will go into effect on March 16, 2013. AIA changes the U.S. Patent system from a first-to-invent to a first-to-file system, which means that the first person or company to file for a patent gets the patent rather than the person or company who proved they were the first to invent something.

"A change to the patent system was needed for many reasons mostly because of the increasing complexity of many patent in global marketplace," says Bryan O'Rourke, partner in consulting company Integrus, New Orleans. "This is certainly relevant to the fitness industry, which has become more global and competitive in nature. Therefore, the issues of intellectual property (IP) will play an increasing role in how vendors obtain a competitive advantage." Despite the need for a change, he says the act is controversial, and in the long run, the new patent rules will affect equipment and software companies in the fitness industry although it is still uncertain how. Proponents of the bill, such as Kevin Corbalis, executive vice president of marketing and product development at Star Trac, Irvine, CA says it will shorten the time it takes to secure a patent (typically four years now) and will move the United States in line with other industrialized countries, which already use the first-to-file system. »

Stair Stepper Maintenance

Keep your stair stepper clean and in optimum shape with Gym Tech's maintenance schedule.

Medium Difficulty

★★★★★

- Specific Tools Needed
- Repair Experience Recommended

Keeping your stair steppers clean and in optimum working order should be any Fitness Center's top priority. With the following stair stepper maintenance schedule, you'll be on your way to less malfunctions and smoother operation.

Daily

Remove excessive accumulations of dust, dirt, sweat, and other substances by using a clean soft cloth and a liquid non abrasive cleaner such as fitness equipment polish. Wipe down the display board, handrails, covers, heart rate grips, steps, and frame. Make sure sweat is wiped clean off of the unit so that the machine will not rust.

⚠ **Do not** spray any liquid directly onto the display or heart rate grips.

Weekly

- Vacuum the floor under and around the stepper. You may want to move the stepper so that you can fully remove all of the dust from under the machine.
- Check all of the screws on the handrails, display and covers to make sure they are tight. Retighten if necessary.
- Test each stepper in the user mode. Make sure you can adjust the speed in which the steps are moving. If there is any unusual resistance or noise, inform an owner or manager so that they may make arrangements to have the unit inspected and possibly repaired.

⚠ **StairMaster Stepper Maintenance is particularly important.** On most models the chains are not completely covered by the covers, so they must be cleaned regularly.

Monthly

- You must remove the covers, shut the stepper off and unplug it to perform the monthly maintenance.
- Using a vacuum and fine paintbrush remove all of the dust from inside the stepper. Afterward, use a clean cloth and fitness equipment cleaner and degreaser to wipe any excessive grease from the frame.
- Wipe the entire length of the chains with fitness equipment cleaner and degreaser and then use fitness equipment silicone lubricant or White Lightning to re-lubricate the chains. If it is a unit without chains, just wipe the tension belts clean.
- Clean and inspect the friction / timing belt. If it is worn, cracked or frayed, report this problem to an owner or manager so that they may make arrangements to have the belt replaced.
- Wipe the springs to remove grease, dust, or dirt. If there is a heavy build up of grease use fitness equipment cleaner and degreaser.
- If the unit is equipped with a timing chain or resistance chain, be sure to wipe the chain clean with fitness equipment cleaner and degreaser, and re-lubricate the chain using fitness equipment lubricant or White Lightning.
- Remove the alternator brushes from the alternator and check for wear if they are worn, report the problem to an owner or manager so that they may make arrangements to have the parts replaced. When re-installing the motor brushes be sure that they are re-inserted the exact same way that they were removed. If this is not performed correctly it will damage the alternator which will result in the need for repair or replacement of the alternator.
- Before putting the covers back on the machine be sure that all of the electrical connections are properly connected.

Bi-Annually

- Inject grease into the hub assembly using a grease gun.

Checking & Replacing Life Fitness Wax Bags

Easy Difficulty

★ ☆ ☆ ☆ ☆

• Phillips Screw Driver Required.

Most treadmills require an regular application of belt lubricant to reduce friction between the belt and the treadmill's deck. These instructions are for a how to change the wax bag for Life Fitness's automatic waxing system. Please refer to your owner's manual for additional information, or contact Gym Tech Fitness for a maintenance call.

Check the wax level in the computer.

Step 1 Hold the pause key down on the console, and push the clear button twice. The screen will go into the *"Service Menu"*.

Step 2 Use the arrow keys to scroll to *"Wax Motor Info"* then press enter.

Step 3 The system will automatically scroll through the information. Search for *"Waxer - XX/100 full."* Where the *XX* is the number telling you the percentage left.

Step 4 After you have written down the total amount, you can then press clear until the system returns back to normal operating mode.

Physically checking the wax bag.

Step 5 Turn the treadmill power OFF at the on/off switch and then unplug the unit from the electrical outlet.

Step 6 Remove the two screws securing the wax bag access panel located on the user left side of the unit, remove the wax bag access panel, and set it aside.

Step 7 You will see the wax bag in the panel. You can now determine how much wax is in the bag, and if it needs to be changed. If you determine the wax bag is still full, put the cover back on, plug in the treadmill and turn the power back on. If the wax bag is almost empty or completely empty, now is the time to change it.

Replacing the wax bag.

Step 8 Engage the hose clamp onto the used wax bag hose.

Step 9 Remove the two wing nuts located just inside the access hole.

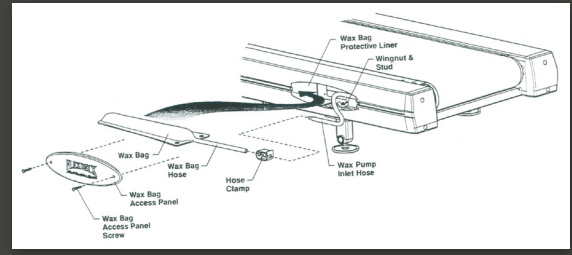
Step 10 Lift the used wax bag from the two wing nuts studs. Slide the wax bag out of its protective liner, discard the used wax bag.

Step 11 Install the new wax bag exactly how the old wax bag was placed inside the unit.

Step 12 Install the two wing nuts and attached the hose to the wax pump.

Step 13 Disengage the hose clamp on the new wax bag.

Step 14 Install the access panel with the two Philips head screws. At this time, the new wax bag is installed. Then plug the treadmill into the outlet and turn the power switch on.



Updating the treadmill computer.

Step 15 Now that the wax bag is installed, you have to input that information into the treadmill's computer. While pressing and holding the pause button, press the clear button twice - on the second time, hold the clear button down. The screen with read *"Service Menu."*

Step 16 Scroll using any up or down arrow until you see *"Maintenance."* Press enter.

Step 17 The system will automatically scroll through the available options. When the screen reads *"Refill Waxer System"* press Enter. The screen will read *"repair logged."*

Step 18 Now the computer will have the information programmed that you replaced the wax. To verify that this was performed properly, follow the instructions under **Check the wax level in the computer**. If the wax level reads 100/100, then you know it has been properly inputted into the computer.

Step 19 Press the clear button 3 times to exit the service menu. You are now finished changing the wax bag.

If you have any questions on our DIY section or would like to have the maintenance performed for you, please feel free to contact us.

We are always happy to help!

E-Mail: service@gymtechservice.com

Toll Free: 866-GYM-TECH

Winter Specials

Don't miss our Winter Specials for this issue. All the tools you would need in our DIY section are available!

Log onto GymTechService.com or Call 866-GYM-TECH to order

Replaces all of the **high wear items** to make your StairMaster 4400/4600 stepper run like new!

StairMaster 4400/4600
Stepper Service Parts Kit

Kit Includes

- 1x Drive Chain with Master Link
- 2x Step Chains with Master Links
- 2x Plastic Bushings for the Step Arms
- 2x Return Springs
- 1x Timing Belt
- 1x Poly V Belt
- 2x Thrust Washers
- A bag of assorted snap rings

Price *(Plus S&H)* **$99.50**

Stepper
Maintenance Kit

Kit Includes (One Can of Each)

- Fitness Equipment Polish
- Fitness Equipment Silicone Lubricant
- Fitness Equipment Degreaser
- Bottle of White Lightning Chain Lube

Price *(Shipping Included)* **$65.00**

Life Fitness Wax Refill Bag

Genuine Life Fitness wax refill kit is for use on certain Life Fitness treadmill models with automatic waxing systems.

Price *(Plus S&H)* **$90.00**

StairMaster Rivet Removal Tool

This tool is needed to properly remove the removable plastic panel fasteners found on the majority of StairMaster units.

Price *(Plus S&H)* **$7.99**

Climb The Great Wall of MATRIX

Matrix's C7xe ClimbMill will kick your butt...

All while looking good doing it.

MORE INFORMATION
For more information on the Matrix C7xe and to view more of Matrix's equipment visit
www.matrixfitness.com

WHERE TO BUY?
If you would like to hear from a sales representative feel free to e-mail
jim.russo@matrixfitness.com

FEATURES

- Integrated 15" touch screen display with FitTouch Technology for intuitive performance.
- Vista Clear Television Technology - the most vibrant picture quality in the industry.
- Compatible with iPod for video and audio playback, charging, and on-screen playlist selection.
- Compatible with Nike + iPod for the Gym for simple workout tracking.
- Integrated 3-speed personal fan.
- Integrated WiFi data transmitter for use with Asset Management System.
- Compatible with the immersing Virtual Active programming.
- 10 inches step depth accommodates a wide range of users, and color variations aid the user in proper foot placement.
- Step up plate for easy accessibility.
- Oil-free ECB modular drive system for maintenance free performance and quiet operation.
- Exclusive sweat management system was designed to track sweat away from the user and critical components - prolonging the life of the product.

EXERCISE IN PASSION, The people at Matrix Fitness have a clear goal: To make commercial grade equipment that stands out, rises above, and sets new industry standards in the process.

Well, they've done just that. But that's just the beginning... Each time they introduce a new product they immediately start asking 'How can we make it better? Perhaps that's why their machines attract more attention and require less maintenance than anything the competition has to offer.

This is especially seen in Matrix Fitness's wonderful take on a rotating step climber. Matrix C7xe is everything you would want in a commercial stepper; from the technologically advanced extremely quiet and maintenance-free resistance module (unlike the leading stepper machines), this stepper is loaded with features that will separate your facility from the masses.

What sets the Matrix C7xe apart from the leading stepper machines is the combination of beauty, technology and engineering. The huge 15" LCD touch screen with the Vista Clear television technology deliver the most crisp and vibrant picture available in fitness equipment. The C7xe's engineers had maintenance and longevity in mind when they dreamed up this stepper. With removable access panels, integrated service lights, sweat management system and Matrix's leading WiFi Asset Management System make the C7xe a winner in our book. »

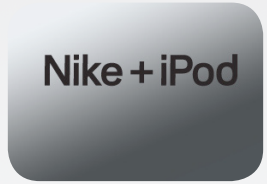
FitTouch™ Technology
Featured on the 7xe-series 15" integrated LCD screen, this touch screen interface inspires users of all levels and offers intuitive operation.

Vista Clear™ Television Technology
The Vista Clear™ Television Technology delivers the most crisp and vibrant digital display available.

Ergo Form™ Grips
Matrix's Ergo Form™ Grips with integrated pause/stop and resistance controls, to enhance comfort and make it easier to make workout changes on the fly.

Removable Access Panel
All Matrix ClimbMills feature an access panel that can be quickly removed using a common coin for serviceability. An integrated service light provides visibility.

Step Positioning Software
Truly innovation at work, the C7Xe's step position software ensures the steps will lock at the lowest possible point for the user to easily step on and off the unit.



NIKE + iPod for the Gym
Nike + iPod allows users to save their workout to their iPod and post them to nikeplus.com.

CONSOLE	
Display Type	15" Touch Screen LCD
Display Feedback	Time, distance (Km or Mi), calories, calories per hour, speed, SPM, floor climbed, heart rate, METS, watts, dynamic profile display, static profile display.
Languages	English, German, French, Italian, Spanish, Dutch, Portuguese, Chinese, Japanese, Korean, & Swedish
Workouts	Manual, training workouts (rolling hills, interval training, calorie training, goal training), fat burn, target heart rate, fitness test (sub-maximal test, wifi test), constant watts.

RESISTANCE SYSTEM	
Technology	ECB w/ flywheel
Power Requirements	120v/60Hz AC Power

FEATURES	
Step Depth	10"
Step Height	8"
Contact & Wireless HR	Yes
Nonslip Delineated Steps	Yes
Handlebar Design	Ergonomically designed handrails and horn
Thumb switch controls	Yes

TECH SPECS	
Dimensions	65"L x 33.5"W x 83.5"H
Maximum User Weight	400 Lbs.
Weight	348 Lbs.

WARRANTY	
Frame	7 Years
ECB Drive System	5 Years
Parts & Labor	3 Years CAP

Gym Tech's Annual Holiday Party

Gym Tech celebrated the holidays and the New Year at the **Annual Holiday Party at Austin's Steak and Ale House in Kew Gardens**. Since Gym Tech is a service company with technicians on the road everyday, we rarely have the chance to sit down and have fun together.

For that reason, we all really enjoyed this year's holiday party because it finally gave us a chance to sit down and just relax enjoying each other's company.

Say Goodbye to "Out of Order"
Say Hello to Gym Tech

The Premier Provider of Fitness Equipment Services Throughout the New York Tri-State Area.

Gym Tech is a fitness equipment service company that focuses on repairs and preventative maintenance. We offer a **high level of service** by offering a guaranteed **48-hour response time** for repairs and an unparalleled preventative maintenance program. Our maintenance program goes beyond the manufacturer suggested maintenance schedule and therefore increases the life-span of your equipment!

Preventative Maintenance

Our preventative maintenance program is designed to keep your equipment working safely and efficiently and to limit the frequency of repairs through regular maintenance.

Repair Services

We are the most acclaimed fitness equipment service provider in the industry. Our commitment to superior service is demonstrated with every customer, every call, every day.

Rest Assured

You can rest assured that Gym Tech has THE BEST insurance coverage in the business. We make sure that all of our insurance companies have an A or better rating.

Many Other Services

Not only does Gym Tech lead in preventative maintenance and repairs, we also provide many other services such as: Delivery & Installation, Gym Layout & Design, Equipment Consulting & Sales, and Fitness Center Business Consulting Services.

866-GYM-TECH

www.gymtechservice.com

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The Spotter

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